

For Immediate Release

## **This Giving Tuesday, help us reach our goal!**

**(National) December 1, 2015** –Raising the Roof’s 19<sup>th</sup> annual Toque Campaign kicks off on Giving Tuesday, and we’re challenging Canadians to support long-term solutions to homelessness by helping us reach our goal of 250 toques sold in one day!

## **The Giving Tuesday Challenge**

Giving Tuesday is a movement that encourages generosity during the holiday season. This year, rather than ask for donations, we wanted to encourage supporters to help us reach a record-number of toques sold on Day One of the Toque Campaign. 250 toques sold will help provide:

- life-skills training for four single mothers,
- one month of housing for a homeless youth,
- hot meals for 25 people who need it most,
- two micro loans for women fleeing domestic violence and securing safe shelter,
- and a week’s worth of transit tokens.

This year, let’s get to the heart of Giving Tuesday and support those in-need this holiday season!

## **Where can I purchase my Toque items?**

There are two ways to buy Raising the Roof Toque items:

1. Get your toque, socks or mittens [online](#)! All online orders directly benefit local community agencies.
2. Visit your nearest Toque Partner Agency and purchase your toque today!

We thank you for your efforts in helping us reach our goal!

## **What items are available?**

This year, we have several new and exciting items on offer! For the first time, we’re releasing a Premium ‘Pom-Pom’ Toque as well as cozy mittens. Check out all of the Toque items on offer on our [website](#).

## **Where does the money go?**

Since 1997, Raising the Roof’s Toque Campaign has raised **\$7 million** in support of long-term solutions to homelessness. 50% of the gross proceeds from the campaign benefit local Partner Agencies working directly with people experiencing homelessness across

the country. Remaining proceeds (after campaign costs) support Raising the Roof's national homelessness initiatives.

#### About Raising the Roof

Raising the Roof provides national leadership on long-term solutions to homelessness through partnership and collaboration with diverse stakeholders, investment in local communities, and public education.

For more information, visit: [www.raisingtheroof.org](http://www.raisingtheroof.org)

#### MEDIA CONTACT:

Caitlin Boros

Marketing and Communications Coordinator, Raising the Roof

(416) 489-2848

[caitlin@raisingtheroof.org](mailto:caitlin@raisingtheroof.org)